

Voice

of the Independent

PRINT • DIGITAL • DESIGN



Media information and rates 2018

What is Voice of the Independent?

Voice of the Independent is the only global publication devoted entirely to the freight forwarding and logistics community.

Established in June 2011, Voice of the Independent not only has the most comprehensive worldwide circulation of any logistics industry periodical, but also has the lowest advertising rate of any publication (in terms of cost per thousand). It is now firmly established as a premier information and marketing source for all independent logistics providers and shippers.

Written and edited by industry professionals, Voice of the Independent does not carry advertorials, press releases or marketing articles, but tackles the issues, challenges and opportunities facing the freight forwarding community using in-depth reports, exclusive news sources and expert contributions.

Distributed to over 30,000 freight-forwarding professionals, Voice has also become essential reading for shippers, importers and carriers. Its articles have been used as part of a number of logistics educational and training courses around the world.



Now open to all advertisers

In 2018, Voice of the Independent will offer advertising to the whole logistics supply chain including airlines, shipping lines, ports, GSAs and charter brokers, opening up a new avenue for these companies to reach over 30,000 potential freight forwarder customers.

Due to the popularity of the publication and advertising demand, Voice of the Independent is increasing its size from 12 to 16 pages in 2018. In addition, Voice of the Independent has extended the circulation by adding additional forwarders and now reaches more than double the amount of logistics professionals than any other industry publication.



Did you know?

Voice of the Independent represents the interests and views of over 80,000 freight forwarding companies around the world.

The top 20 multinational freight forwarders account for less than 40 per cent of global logistics volumes. Can you afford to ignore 60 per cent of your potential partners/customers?

Voice of the Independent advertising rates are 50 per cent lower than any other global logistics publication.

The digital version of Voice of the Independent has been requested by an additional 10,000 readers per month.

Voice of the Independent is distributed to members of the world's leading freight forwarder networks.

A locally distributed version of the Voice of the Independent is sent to over 2,000 logistics companies on the Chinese mainland.



Features & Issue Dates 2018



January

Time Critical Logistics
The fast-paced express industry in focus

Print date: 12 January



February

Asia
A review of the Asian logistics market

Print date: 9 February



March

Pharmaceuticals
A booming niche product with many transport requirements

Print date: 16 March



April

Middle East
An in-depth look at the Middle Eastern logistics market

Print date: 13 April



May

Project Cargo
The heavyweight specialists give their view of the market

Print date: 11 May



June

India
Focus on one of the fastest growing logistics regions

Print date: 8 June



July

eCommerce
The latest developments in e-Commerce logistics

Print date: 13 July



August

Perishables
Analysis and developments in the perishable cargo market

Print date: 10 August



September

Europe
Update on the European logistics market

Print date: 7 September



October

Air Charter
Focus on the air charter experts in the logistics industry

Print date: 12 October



November

Latin America
Analysis and developments in the Latin America cargo market

Print date: 9 November



December

Africa
Update on the African logistics market

Print date: 7 December

Circulation & Readership

Voice of the Independent's high quality and industry leading distribution greatly increasing the publication's impact. Our mailing database comprises 21,000 global freight forwarder offices plus 1,000 industry partners including airlines, airports, ports, shipping lines, GSAs, charter brokers and industry associations.

If you are a freight forwarder seeking to raise your profile in the marketplace, attract new partners around the globe and market your services to thousands of shippers, Voice of the Independent is the logical and cost-effective choice to meet your needs. Other trade publications are full of stories about the carriers, airports, ports and multinational forwarders, however Voice is tailored directly to the tens of thousands of SME freight forwarders that make up over 60 per cent of worldwide logistics volumes.

No other publication can match Voice of the Independent's combination of a dedicated circulation to over 30,000 freight forwarders alongside the lowest advertising rates in the industry.

A survey of the leading industry publications has revealed that an average full page cost per thousand rate is US\$360. That means to reach 1,000 potential customers costs \$360. Voice of the

Independent has a cost per thousand rate of just US\$116 – over three times more cost-efficient than the industry average.

In terms of circulation, price and influence over your customers there is no publication that comes close to matching Voice of the Independent.



Region	Copies	Percent
China	2,010	9%
North America	3,346	16%
Africa	1,380	6%
Central & South America	1,242	6%
Europe	5,571	25%
Middle East	2,108	10%
Far East	5,930	27%
Pacific	409	1%
TOTAL		21,996
Digital edition	10,619	-
TOTAL DISTRIBUTION		32,615

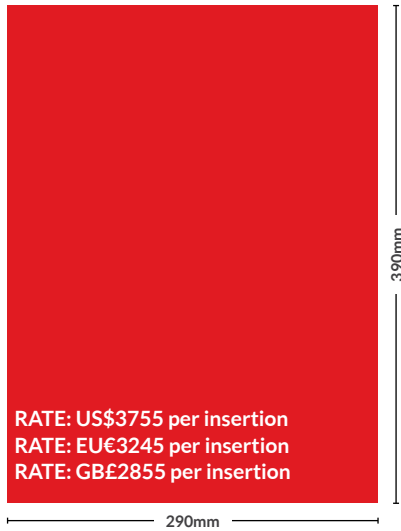
Figures are based on the September 2017 issue

Industry Type	Copies
Freight Forwarders & Customs Brokers	21,076
Airlines	288
Airports	195
IT/Software Companies	60
Media Companies	36
Air Charter Companies	34
GSAs	49
Vendors - Ocean/Road/Rail	87
Equipment Providers	18
Other	106
Vendors - Services	15
Associations	32
TOTAL	21,996

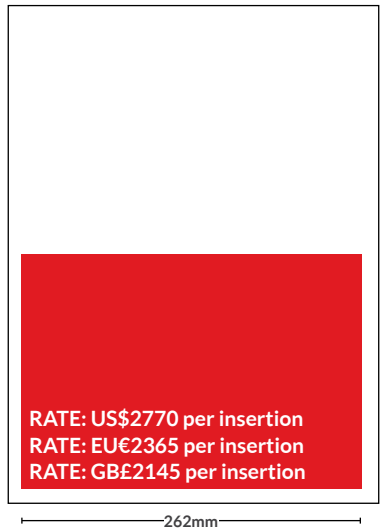
Figures are based on the September 2017 issue

Advertising Rates 2018

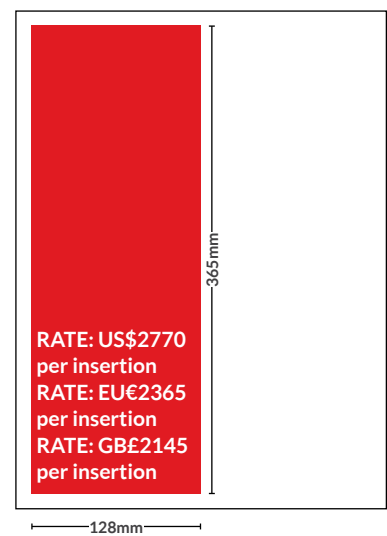
Full Page



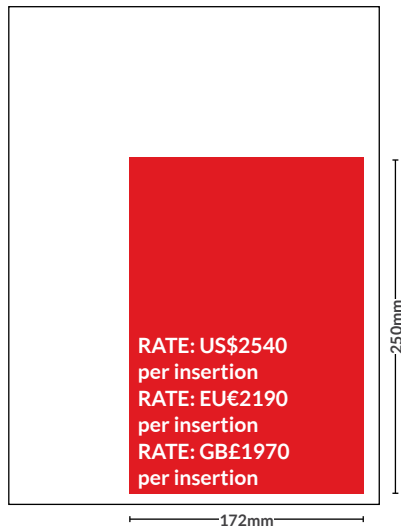
Half Page Horizontal



Half Page Vertical



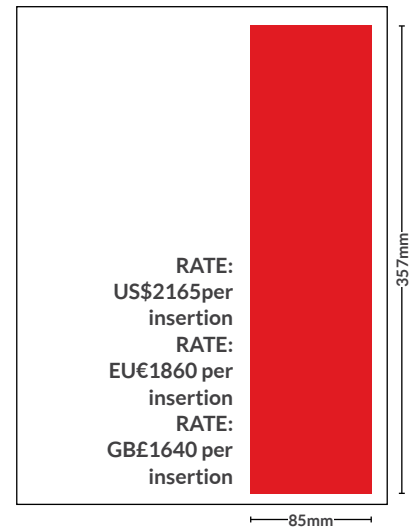
Junior Page



Third Page Horizontal



Third Page Vertical

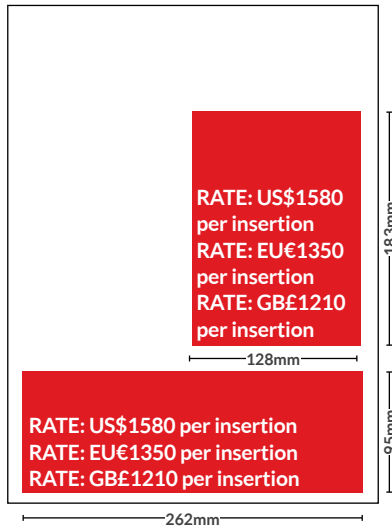


SERIES DISCOUNT RATES:

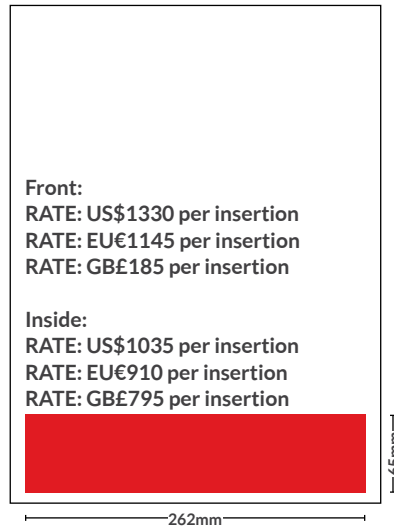
4-7 insertions = 5 per cent • 8-11 insertions = 10 per cent • 12 insertions = 15 per cent

Advertising Rates 2018

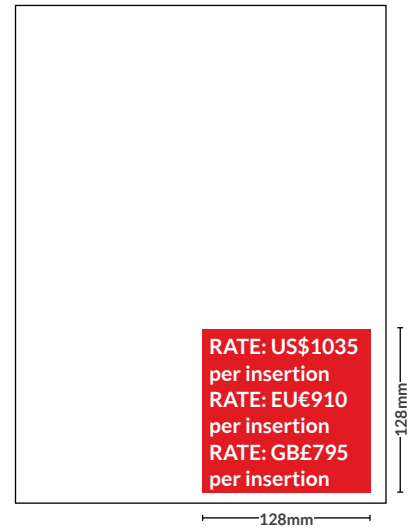
Quarter Page Horizontal/Vertical



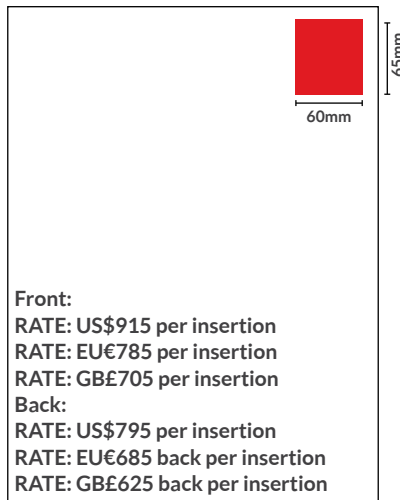
Sixth Page Horizontal/Front Position



Sixth Page Vertical



Front/Back Earpiece



Online digital advertising rates

Each issue of Voice of the Independent is turned into a page-flip online digital edition. These editions are free to view and can be accessed by anyone visiting our website. Each digital edition is also e-mailed out to over 10,000 online subscribers monthly.

Advertisement	Size (w x h)	Rate (for six months)	Rate (for full year)
Preloader	175 x 140 pixels	US\$1150/ €990/£880	US\$1965/ €1705/£1515
Views while digital issue is loading			
Top banner	2500 x 60 pixels	US\$2890/ €2475/£2200	US\$4910/ €4235/£3740
Views constantly on top on every digital page			
Intro position	300 x 500 pixels	US\$2890/ €2475/£2200	US\$4910/ €4235/£3740
Main sponsor position on front page			

All prices are as per insertion and full colour only.
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